

Dear Sir/Madam,

Hope you are doing well!

It is with absolute excitement that I am applying for a position in your organization. I have always been able to meet or exceed the given targets – It is with great pride that I put this information on the table. My pool of talents in several environments (**United Arab Emirates & Sultanate of Oman & Egypt**) includes a great ability to promote the organization's visibility through active industry association involvement and capability of managing campaigns that actually work.

I believe that I can make a valuable contribution to your future projects and initiatives and because of my success in various multiple high-end environments including:

- Hotels operation.
- Front office management.
- Food & Beverages Management.
- Sales & Marketing.
- Travel agents.
- Destination management companies (DMC).

I am confident that I can do the same as a member of your team. Within my roles I have successfully introduced new opportunities. and feel that my biggest strengths are my ability to grow revenue per guest and build a fruitful relationship with clients and partners as well as retaining existing clients and focus on the needs of our target clients. Moreover, my effective connections with the high-end clients, celebrities and the wide range of the global VIP Clients enable me to produce business opportunities in our property.

I would welcome an opportunity for an interview to discuss the organization's needs and the results can be expected from me in addressing those needs.

Please feel free to call me on my cell phones or send me an email so we can arrange an interview time that fits your busy schedule.

In the meantime, Thank you for reviewing my application and I look forward very much to hearing from you.

PS. 100+ trainings and certificates are available upon request as well as references.

Sincerely yours,  
Akram Nasef

## ➤ Courses & Trainings

- Rooms Operations Training I **Marriott International**
- Rooms Operations Training II **Marriott International**
- Manager on Duty **Marriott International**
- Manager on Duty – International Knowledge **Marriott International**
- Pre- Arrival Planning (SGI) **Marriott International**
- Passport to success FD Supervisor & Manager **Marriott International**
- Essential Skills for Managers **Marriott International**
- Loyalty – Power of Loyalty **Marriott International**
- Loyalty – Leadership **Marriott International**
- Loyalty **Marriott International**
- Loyalty- Living Loyalty (DLP) **Marriott International**
- Marriott & Ritz-Carlton Rewards: The Power of Loyalty for Leadership **Marriott International**
- Your Role in Preventing Human Trafficking: Recognize the signs **Marriott International**
- Business We Do **Marriott International**
- Information Security and Protection Training (ISPT) **Marriott International**
- Activities eLearning **Marriott International**
- Introducing the Marriott Digital Learning Experience (DLP) **Marriott International**
- Digital Learning Platform – Manager Functionality **Marriott International**
- Opportunity Entry eLearning **Marriott International**
- Opportunity Entry – The Basics Part2 eLearning **Marriott International**
- Procurement 101: An Introduction to the world of Marriott International **Marriott International**
- Global Anti- Corruption **Marriott International**
- Confirm Jam access **Marriott International**
- Global Privacy **Marriott International**
- Basic Navigation and Online Support Resources **Marriott International**
- Introduction to Querying **Marriott International**
- Introduction to CI/TY, SFA **Web Marriott International**
- SFA Web International Managing Account strategies **Marriott International**
- SFA Web introduction to the GPO For Sales Part I **Marriott International**
- SFA Web introduction to the GPO For Sales Part II **Marriott International**
- SFA Web /GPO Account Management Final skill check **Marriott International**
- SFA Web / GPO Opera S&C End to End **Marriott International**
- SFA Web Sales & Event Management with Opera S&C Mid-Point Skill Check **Marriott International**
- SFA Web International Catering and Managing Quotes **Marriott International**
- SFA Web Sales & Event Management with Opera S&C Final Skill Check **Marriott International**
- SFA Web and OneSource Jam Access **Marriott International**
- Opera Sales and Catering PM – Enhanced Forecast **Marriott International**
- Opera sales and Catering Practice 2 **Marriott International**
- Opera sales and Catering Practice 3 **Marriott International**
- Opera sales and Catering Module 4 – Activities **Marriott International**
- Opera sales and Catering Module 5 – Business Blocks **Marriott International**
- Opera sales and Catering Module 6 – Business Block Options **Marriott International**
- Opera sales and Catering Module 8 – Detailing Events **Marriott International**
- Opera sales and Catering Module 9 – Catering Packages **Marriott International**
- Account and contact Management **Marriott International**
- Introduction to MIP-85 **Marriott International**
- Property Response Part 1 **Marriott International**
- Property Response Part 2 **Marriott International**
- Property Response Part 3 **Marriott International**
- Opportunity Entry – Part 1 **Marriott International**
- Opportunity Entry – Advanced **Marriott International**

- Food safety – HACCP (Hazard Analysis Critical Control Point) **Egyptian tourism Federation in cooperation with the European union**
- Fire Fighting **South Sinai Security Directorate, Egypt**
- MEDIC First Aid Training **Center of Ambulance Service, Dubai, United Arab Emirates**
- Sales Excellence Skills **DNA Concept & Consulting Dubai, United Arab Emirates**
- Developing Champions DC. (Food & Beverage management) **Egyptian Co. For Int'l Projects S.A.E**
- Train the trainers **American Hotel & Lodging Association**
- Upselling Key Driver **TSA International, Dubai United Arab Emirates**

## ➤ Awards

- Associate of the month **Marriott International**
- Associate of the year **Marriott International**
- Happiness Hero **Marriott International**
- Valuable contributor during MEKUNU Cyclon **Marriott International**
- Without you it was not Possible **Marriott International**
- Team of the year **Hotelier Middle East, United Arab Emirates**
- Environment Protection Award **HEPCA Environmental Protection and Conservation Association, Red Sea, Egypt.**

## ➤ Language Certificates.

- English Proficiency Certificate, **Cairo University, Egypt.**
- Italian language Course I, II, III & IV **Istituto Italiano Di Cultuta Per Repubblica Araba d'Egitto**
- Arabic **Fluent.**

# Akram Nasef



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## SUMMARY OF QUALIFICATIONS

- Over **19 years** of experience in **UAE, OMAN & Egypt** Food & Beverages, operations Management, Sales & Marketing.
- Strong background in managing campaigns
- Proven skills in Sales.
- Demonstrated ability to meet or exceed the given targets.
- Professional communication skills include fluency in English and good command in Italian language.
- Computer skills include MS Office - internet and email –Photoshop.

## PROFESSIONAL EXPERIENCE



### Founder

**Xclusive Investment.** ([www.xclusiveinvestment.com](http://www.xclusiveinvestment.com))

**Aug 2020 – Jan 2022**  
**(Closed Business)**

- Design & Décor
- Containers Modification.



### Operations Manager.

**Serenity hotels & resorts, Makadi bay, Red Sea, Egypt.**

**Jan 2019 – Jul 2020.**

- Oversee the entire operations of a lodging establishment. Operations include human resources, housekeeping, security, public relations, food service, sales and finances.
- Deal effectively with customers, bosses and staff workers while keeping the hotel running smoothly.
- Monitor the coordination between the different parts of a hotel to ensure smooth and efficient operations
- Conduct assessments to review customer satisfaction and service recovery process



### Corporate Sales manager.

**Marriott International, Mirbat, Sultanate of Oman.**

**Mar 2018 – Nov 2018.**  
**(Due to Property closure).**

- Generate revenue by attracting customers from around the world to be guests at the establishment.
- Meeting with clients and arranging business deals.
- Managing accounts, and conducting site inspections.
- Handle and manage stress appropriately.
- Maximize up selling opportunities.
- Creating and maintaining mutually beneficial relationships with customer.
- Targeting new business opportunities.
- Building and maintaining existing relationships.



### Assistant sales manager MICE (Meetings- Incentive- Conferences-Events)

**Habtoor Grand resort, Autograph collection by Marriott international, Dubai, United Arab Emirates**

**Sep 2014 – Feb 2018.**

- Develop and maintain a contact and customer database within the following market segments (Corporate Market - Incentive and Corporate Group - Industry Partners)
- Develop and promote product image and awareness by direct mail campaigns and attendance of key travel and tourism tradeshows.
- Prepare sales proposals to clients incorporating clearly defined terms and conditions.
- Establish an effective sales call cycle for key customers, partners and contacts.
- Maintain a clear line of communication on sales commitments to Hotel/Chain Operations.



### Projects manager Corporate & MICE (Meetings- Incentive- Conferences-Events)

**1001 Events & tourism, Dubai, United Arab Emirates**

**Aug 2013 -Aug 2014.**

- Responsible to implement all sales activities and maximize business opportunities in specific area of responsibility.
- The role involves implementing and executing all sales action plans and will include

key responsibilities such as:

- Handle all incoming MICE RFP generated by inbound or outbound sales offices, pertaining to own defined segment or portfolio
- Implement and execute all sales objectives and action plans to reach and exceed set targets
- Prepare offer letters according to client requirements and availability, according to company standards and selling strategy
- Ensure that all necessary information about the event is obtained either from account manager or from the client directly prior to the preparation of an offer



**Assistant Front Office Manager (Front Office).**

**Feb 2011 – Aug 2013.**

**Media One hotel (New trend Hotel in Dubai), Dubai, United Arab Emirates.**



**Night Manager (Front Office).**

**Aug 2009 – Feb 2011.**

**Habtoor Grand resort, Autograph collection by Marriott international, Dubai, United Arab Emirates**



**Shift leader & Acting Night Manager (Front Office)**

**May 2006 – Aug 2009.**

**Hurghada Marriott Beach Resort, Egypt.**



**Guest Service Agent (Front Office).**

**Mar 2005 – Apr 2006.**

**Conrad Hurghada Beach Resort, Egypt.**

- Create and execute innovative front office strategies that will drive the hotel to exceed guest satisfaction and revenues.
- Ensure front office staff and management is properly trained to standards and able to carry out the operations of each department.
- Work closely with department managers to develop them both personally and professionally.
- Ensure that all complaints regarding service and/or accommodations are investigated and resolved.
- Monitor budgets and review financial transactions to ensure that expenditures are authorized and budgeted.
- Organize and direct worker training programs, resolve personnel problems, hire new staff, and evaluate employee performance.
- Provide Leadership / Mentoring to Front Office staff.
- Maintain complete knowledge of: all hotel features and services, all room types, rates, special package and promotions, daily arrivals / departures / room availability, scheduled in-house group activities.
- Prepare weekly, monthly, quarterly and yearly departmental financial and payroll forecasts.
- Provide training, development, professional discipline, and positive support for all department employees to ensure qualitative standards and growth, depth and development



**Assistant restaurant manager.**

**Nov 2000 - Jan 2005.**

**Pizza Hut at the Egyptian co. for tourism and Int'l projects, Egypt.**

- Manage Day -to-Day Operations
- Leading Food and Beverages Team
- Ensuring Exceptional Customer Service
- Managing and Conducting Human Resource Activities

## EDUCATION

**Bachelor of Arts - Cairo University.**

**1996 - 2000**

## TRAININGS & COURSES (100 +)

**Italian Language level 1,2,3,&4** Italian Embassy.

**Essential skills -** Marriott International.

**Human trafficking -** Marriott International.

**HACCP Training -** Egyptian tourism federation.

**Information Security and Protection Training ( ISPT ) -** Marriott International

**Developing champions –** Americana.

**Upselling (key driver) TSA** United Arab Emirates.

**Global Anti- Corruption -** Marriott International.

**Train the trainers -** American hotels & lodging association.

## REFERENCES

Available upon request.